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The College Placement Council, Inc.

Recruiting '86

The national association for career planning, placement & recruitment / 62 Highland Ave., Bethlehem, PA 18017 October 1985

Job Market a Shade Better For Class of '86

The past 34 months of economic recovery have had their ups and downs. During the sluggish first half of 1985, some thought the expansion had gasped its final breath. But, as summer faded, so did most of the concerns that we are headed into the next downturn.

A few lingering pessimists note that there is still no convincing sign that the economy is stepping up its lackadaisical pace. However, despite the ups and downs, business activity should pick up through the end of 1985, and the economic recovery should churn ahead at a modest pace for a while longer.

This forecast is supported by 38 percent of the 386 employers participating in this survey. They expect the economic outlook for their organizations to improve in the last half of 1985, compared with the first half of the year. And 49 percent expect the improvement to continue through the first half of 1986.

How do the other respondents see things shaping up for their organizations? Thirty-nine percent foresee no change and 18 percent expect a downward shift in the closing months of 1985. Projecting ahead to the first half of 1986, 37 percent expect the status quo and only 7 percent anticipate a decline.

In this economic climate what will the job market be like for the class of '86? A shade better than it was for '85 college graduates, according to the survey's results. Respondents reported an overall increase of 2 percent in anticipated hiring. However, among the four curricular areas covered in the survey, projections varied widely.

The news looks good for business graduates, with employers projecting a 7 percent increase in hires at the bachelor's level and a 4 percent increase at the master's level over the number actually hired last year.

Students with degrees in science, math, and technical disciplines, excluding engineering, also should face a slightly improved job market. Employers expect to hire 3 percent more bachelor's grads than a year ago and an impressive 13 percent more at the master's level.

On the other hand, the data indicate a 5 percent decline in hiring of new engineers with bachelor's degrees. Advanced degree graduates are expected to fare better, with a 7 percent increase in hiring projected.

Given the many written comments on the questionnaires that engineering graduates—particularly electrical and mechanical engineers—will be in demand, the anticipated drop in undergraduate hiring is surprising.

Data for the "other nontechnical" category also conflict with employers' comments. They project a 3 percent drop in hiring of liberal arts graduates, but again say that these students will be in demand.

Most of the employer categories surveyed showed increases in employment opportunities, with two notable exceptions. First, the aerospace, electronics, and instruments category reported a 6 percent decline in hiring compared with last year. Cutbacks were pretty much across the board and ranged from significant drops to minor downward adjustments in planned hiring.

A second employer category that showed a decline was automotive and mechanical equipment, which reported a 2 percent overall drop in expected hiring. However, this figure masks a projected increase in demand for science grads that is offset by a drop in engineering hires.

College recruiting should be strong in the public accounting arena not just for the obvious accounting graduates, but for computer science grads as well.

Both the sciences and the business categories showed healthy increases within the banking, finance, and insurance industry, and merchandising and services.

In the electrical machinery and equipment category, most employers expect to hold the line on hiring. The 5 percent overall increase in this category resulted from one employer's plans to hire a significant number of liberal arts graduates.

When asked about campus recruiting, employers indicated they expect to conduct fewer interview schedules to hire the 2 percent more graduates they'll need in 1986. They also expect to recruit on 4 percent fewer campuses.

The survey's findings may not be all good news but they do seem to support the prospect that the aging economic recovery still has some growing room. And while the short-term outlook may not call for vigorous growth, the economy should percolate along for some time to come.

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Manager, Statistical Services

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Table 1
Number of Hires and Percentage Change by Curricular Group and Degree Level

October 1985

	Bachelor's			Master's			Doctoral			Curriculum Total		
	No. Hires 1985-86[1]	No. Hires 1984-85[2]	Percent Change	No. Hires 1985-86	No. Hires 1984-85	Percent Change	No. Hires 1985-86	No. Hires 1984-85	Percent Change	No. Hires 1985-86	No. Hires 1984-85	Percent Change
Engineering (incl. engineering technologies)	18,708 (267)	19,685 (267)	− 5%	2,654 (136)	2,473 (147)	+ 7%	696 (65)	648 (69)	+ 7%	22,058	22,806	− 3%
Science, Math, & Other Technical (incl. computer science, chemistry, physics, etc.)	10,384 (250)	10,040 (258)	+ 3	1,820 (121)	1,609 (119)	+13	1,034 (81)	894 (72)	+16	13,238	12,543	+ 6
Business (incl. accounting, marketing, business management, finance, etc.	24,885 (306)	23,354 (302)	+ 7	4,726 (147)	4,531 (162)	+ 4	34 (6)	40 (12)	*	29,645	27,925	+ 6
Other Non-Technical (incl. liberal arts, humanities, social sciences, home economics, etc.)	5,183 (153)	5,329 (151)	− 3	170 (39)	195 (45)	*	23 (7)	17 (10)	*	5,376	5,541	− 3
Degree Total	59,160	58,408	+ 1	9,370	8,808	+ 6	1,787	1,599	+12	70,317	68,815	+ 2

[1] Actual and anticipated hires.
[2] Actual hires.
( ) Figures in parentheses are number of employers reporting hires in that category. A difference between any two years results when employers indicate they did not hire in that category for one of the two years.
* Percentage not meaningful because of small volume.
† Final totals represent data reported by 386 employers.

A NOTE ABOUT THE STUDY

Recruiting 86 covers positions available in employing organizations in business, industry, government, and non-profit and educational institutions, except for teaching positions. Four broad curricular areas are surveyed at three degree levels. Tables provide summary data by curricular group (Table 1), detailed data by type of employer (Table 2), and summary data by type of employer for interview schedules and campuses scheduled for recruiting visits (Table 3).

The questionnaires for the current report were mailed on July 26, 1985, to 658 employers in the private sector. By the cutoff date, usable responses were received from 59 percent. Federal Government data were furnished by the Recruitment and Job Information Section, U.S. Office of Personnel Management.

Recruiting 86, begun in 1970-71, is based on data furnished by employers. One report is issued during the year in October.

The cooperation of the employers who responded to this survey is gratefully acknowledged by the CPC staff. Without their assistance, this current assessment of college recruitment would not have been possible.

Initial distribution of the report is made only to members of the College Placement Council, subscribers to the *Salary Survey* package, and to non-member employers who furnished information for the survey. Non-members can obtain this report for $15.

Table 2
Number of Hires by Curricular Group and Type of Employer

October 1985

Type of Employer	1985-86 Hires Bachelor's	Master's	Doctoral	1985-86 Total	1984-85 Total	Percent Change
Business						
Accounting - Public						
Engineering	170	20		190	182	*
Science, Math, & Other Technical	527	365		892	674	+ 32%
Business	11,801	2,528		14,329	13,273	+ 8
Other Non-Technical	75	10		85	79	*
Total	12,573	2,923		15,496	14,208	+ 9
Banking, Finance, & Insurance						
Engineering	30			30	22	*
Science, Math, & Other Technical	761	16		777	737	+ 5
Business	1,549	408		1,957	1,843	+ 6
Other Non-Technical	467	19		486	539	−10
Total	2,807	443		3,250	3,141	+ 3
Merchandising & Services						
Engineering	525	8	1	534	521	+ 2
Science, Math, & Other Technical	2,216	20		2,236	1,878	+19
Business	4,974	142		5,116	4,339	+18
Other Non-Technical	2,402	10	2	2,414	2,788	−13
Total	10,117	180	3	10,300	9,526	+ 8
Manufacturing / Industrial						
Aerospace, Electronics, & Instruments						
Engineering	9,072	1,450	272	10,794	11,714	− 8
Science, Math, & Other Technical	3,697	686	92	4,475	4,685	− 4
Business	2,699	632	5	3,336	3,440	− 3
Other Non-Technical	295	64	5	364	442	−18
Total	15,763	2,832	374	18,969	20,281	− 6
Automotive & Mechanical Equipment						
Engineering	881	85	16	982	1,073	− 8
Science, Math, & Other Technical	174	30		204	185	*
Business	337	158		495	464	+ 7
Other Non-Technical	57	8		65	66	*
Total	1,449	281	16	1,746	1,788	− 2
Building Materials Mfrs. & Construction						
Engineering	369	18	3	390	365	+ 7
Science, Math, & Other Technical	38	9	7	54	53	*
Business	184	22	2	208	174	*
Other Non-Technical	46			46	42	*
Total	637	49	12	698	634	+10

Blank spaces occur where no hires were reported.
*Percentage not meaningful because of small volume.

Continued

Table 2 Continued

Type of Employer		1985-86 Hires Bachelor's	Master's	Doctoral	1985-86 Total	1984-85 Total	Percent Change
Chemicals, Drugs, & Allied Products							
Engineering		2,081	394	125	2,600	2,466	+ 5%
Science, Math, & Other Technical		687	194	593	1,474	1,474	0
Business		870	290	15	1,175	1,191	− 1
Other Non-Technical		228	8		236	279	•
	Total	3,866	886	733	5,485	5,410	+ 1
Electrical Machinery & Equipment							
Engineering		1,650	227	63	1,940	1,998	− 3
Science, Math, & Other Technical		441	50	50	541	492	+10
Business		239	104	1	344	463	−26
Other Non-Technical		771	4	1	776	467	+66
	Total	3,101	385	115	3,601	3,420	+ 5
Food & Beverage Processing							
Engineering		72			72	61	•
Science, Math, & Other Technical		132	14	11	157	150	•
Business		248	48		296	287	+ 3
Other Non-Technical		27			27	21	•
	Total	479	62	11	552	519	+ 6
Glass, Paper, Packaging, & Allied Products							
Engineering		150	17	7	174	155	•
Science, Math, & Other Technical		38	3	2	43	39	•
Business		148	15		163	147	•
Other Non-Technical		15	1		16	13	•
	Total	351	36	9	396	354	+12
Metals & Metal Products							
Engineering		342	29	49	420	416	+ 1
Science, Math, & Other Technical		81	1		82	73	•
Business		149	7		156	140	•
Other Non-Technical		13			13	2	•
	Total	585	37	49	671	631	+ 6
Petroleum & Allied Products (incl. Nat. Gas)							
Engineering		1,061	136	85	1,282	1,323	− 3
Science, Math, & Other Technical		374	244	111	729	645	+13
Business		751	203	11	965	992	− 3
Other Non-Technical		24	6	11	41	29	•
	Total	2,210	589	218	3,017	2,989	+ 1

Continued

Table 2 Continued

October 1985

Type of Employer	1985-86 Hires Bachelor's	Master's	Doctoral	1985-86 Total	1984-85 Total	Percent Change
Research & / or Consulting Organizations						
Engineering	222	151	58	431	457	− 6%
Science, Math, & Other Technical	121	114	129	364	269	+35
Business	48	33		81	48	*
Other Non-Technical	45	4	4	53	67	*
Total	436	302	191	929	841	+10
Tire & Rubber						
Engineering	190		8	198	183	*
Science, Math, & Other Technical	80		7	87	65	*
Business	118	3		121	127	*
Other Non-Technical	5	4		9	8	*
Total	393	7	15	415	383	+ 8
Utilities - Public (incl. Transportation)						
Engineering	1,304	65		1,369	1,126	+22
Science, Math, & Other Technical	621	38	3	662	710	− 7
Business	460	100		560	677	−17
Other Non-Technical	163	19		182	157	*
Total	2,548	222	3	2,773	2,670	+ 4
Other Business & Non-Profit Organizations						
Other Business & Industry						
Engineering	548	37	9	594	683	−13
Science, Math, & Other Technical	234	8	24	266	219	*
Business	304	33		337	316	+ 7
Other Non-Technical	115			115	104	*
Total	1,201	78	33	1,312	1,322	− 1
Non-Profit & Educational Institutions						
Engineering	41	17		58	61	*
Science, Math, & Other Technical	162	28	5	195	195	0
Business	6			6	4	*
Other Non-Technical	435	13		448	438	+ 2
Total	644	58	5	707	698	+ 1

Blank spaces occur where no hires were reported.
*Percentage not meaningful because of small volume.

Table 3
Number of Hires/Interview Schedules/ Campuses Scheduled for Recruiting Visits

October 1985

Type of Employer	No. of Employers	Number of Hires: No. Hires 1985-86[1]	Number of Hires: No. Hires 1984-85[2]	Number of Hires: Percent Change	Number of Interview Schedules†: No. of Schedules 1985-86[3]	Number of Interview Schedules†: No. of Schedules 1984-85[4]	Number of Interview Schedules†: Percent Change	Number of Campuses Scheduled For Recruiting Visits: No. of Campuses 1985-86	Number of Campuses Scheduled For Recruiting Visits: No. of Campuses 1984-85	Number of Campuses Scheduled For Recruiting Visits: Percent Change
Business										
Accounting - Public	14	15,496	14,208	+ 9%	11,107	10,781	+ 3%	3,514	3,515	0
Banking, Finance, & Insurance	41	3,250	3,141	+ 3	3,014	2,836	+ 6	1,157	1,175	− 2%
Merchandising & Services	42	10,300	9,526	+ 8	3,488	3,792	− 8	1,265	1,558	−19
Manufacturing / Industrial										
Aerospace, Electronics, & Instruments	50	18,969	20,281	− 6	13,906	14,849	− 6	2,632	2,879	− 9
Automotive & Mechanical Equipment	22	1,746	1,788	− 2	1,420	1,511	− 6	398	452	−12
Building Materials Mfrs. & Construction	13	698	634	+10	967	1,042	− 7	351	387	− 9
Chemicals, Drugs, & Allied Products	27	5,485	5,410	+ 1	6,535	7,313	−11	1,631	1,825	−11
Electrical Machinery & Equipment	7	3,601	3,420	+ 5	3,617	3,735	− 3	744	795	− 6
Food & Beverage Processing	16	552	519	+ 6	684	600	+14	296	291	+ 2
Glass, Paper, Packaging, & Allied Prod.	10	396	354	+12	610	700	−13	318	316	+ 1
Metals & Metal Products	16	671	631	+ 6	808	972	−17	310	341	− 9
Petroleum & Allied Products	19	3,017	2,989	+ 1	4,077	4,306	− 5	927	1,054	−12
Research &/or Consulting Organizations	19	929	841	+10	509	514	− 1	254	255	0
Tire & Rubber	2	415	383	+ 8	290	320	− 9	217	260	−17
Utilities - Public (incl. Transportation)	63	2,773	2,670	+ 4	2,064	1,957	+ 5	935	891	+ 5
Other Business & Non-Profit Organizations										
Other Business & Industry	20	1,312	1,322	− 1	1,878	1,919	− 2	402	411	− 2
Non-Profit & Educational Institutions	5	707	698	+ 1	1,097	800	+37	864	567	+52
Total	386	70,317	68,815	+ 2	56,071	57,947	− 3	16,215	16,972	− 4

† One interview schedule represents between eleven and fourteen individual student interviews conducted by one recruiter. Both full and partial interview schedules were counted equally.

[1] 1985-86 figures are actual and anticipated hires.

[2] 1984-85 figures are actual hires.

[3] 1985-86 figures are anticipated interview schedules.

[4] 1984-85 figures are interview schedules conducted.

* Percentage not meaningful because of small volume.

Table 4
Public Sector:
Number of Hires and Percentage Change

October 1985

Federal Government	Bachelor's			Master's		
	Fiscal Year 1986	Fiscal Year 1985	Percent Change	Fiscal Year 1986	Fiscal Year 1985	Percent Change
Engineering	4,400	4,200	+ 4.8%	875	875	*
Physical Science, Mathematics and Statistics (Includes computer specialists)	1,800	1,650	+ 9.1	300	275	+ 9.1%
Agriculture and Life Sciences	220	225	− 2.2	50	50	*
Business and Public Administration						
Accountants and Auditors	700	600	+ 16.7	80	75	**
Internal Revenue Agents	500	475	+ 5.3	10	10	*
Presidential Management Interns	−	−		200	200	*
Liberal Arts and Miscellaneous						
Other Professional / Administrative Positions	4,500	4,000	+ 12.5	−	−	
Middle Level Administrative and Staff Positions	−	−		2,000	2,000	*
Social Sciences	225	200	**	100	100	*
Educators	100	100	*	200	200	*
Medicine and Health	1,100	1,100	*	725	725	*
Cooperative Education Conversions (appointments of graduates to permanent jobs)	1,500	1,500	*	125	125	*
Total	15,045	14,050	+ 7.1	4,665	4,635	+ 0.6

− Not applicable at this degree level.
* No change anticipated.
** Percentage not meaningful because of small volume.

Source: Data and analysis, provided by the U.S. Office of Personnel Management, reflect statistics for hiring by federal agencies in civil service positions appropriate for career entry by college graduates—not exclusively 1985-86 graduates or students recruited through on-campus interviews. The figures provided for both fiscal years are estimates, as actual data were not available at the time of publication. (A fiscal year begins on October 1 and ends on September 30 the following year.) Not included are federal agencies with their own employment systems, such as the U.S. Postal Service, the Foreign Service of the Department of State, and the Tennessee Valley Authority.

In fiscal year 1986, the number of entry-level positions in the federal government for college graduates will remain constant. Because of the comparatively low number of qualified applicants in relation to the number of vacancies, opportunities are best in the engineering, computer, and health fields.

Entry-Level Positions, GS-5/7. The Office of Personnel Management (OPM) has abolished the Professional and Administrative Career Examination (PACE) and established new procedures for appointments to professional and administrative career (PAC) positions.

Under the new procedures for entry-level (GS-5/7) positions, agencies will first attempt to staff their jobs with qualified federal employees who are affected by reductions-in-force or reorganizations, or who apply under agency merit promotion programs. When outside hiring is required, agencies may request authorization from OPM to recruit and make selections from among persons who apply directly to them. Appointments made under these new procedures will be excepted from the competitive service.

Employment opportunities for PAC positions will be limited, and competition for vacancies will be keen. Because the OPM will not accept applications, rate, or refer external candidates under the new appointment authority, applicants must directly contact the agencies for which they may wish to work.

Employer Classification Definitions

Business

Accounting-Public – includes firms engaged primarily in public accounting.

Banking, Finance & Insurance – includes finance firms such as banks and trust companies, other credit agencies, holding (but not predominantly operating) companies, other investment companies, brokers, and securities and commodity firms. All types of insurance firms, agents and brokers, and real estate agencies, title companies and developers are also included.

Merchandising & Services – includes establishments engaged in services (not covered in Accounting-Public and Banking, Finance & Insurance) other than manufacturing products. Examples are: retail/wholesale establishments, distributors of all types, hotels, restaurants, amusement, entertainment, and recreational facilities (other than government), advertising agencies, car rental agencies, printing and publishing firms, media services (i.e., radio, television, newspaper), equipment repair and maintenance services, computer services (i.e., systems analysis, software time sharing, data processing).

Manufacturing / Industrial

Aerospace, Electronics & Instruments – includes manufacturers of space vehicles, satellites, guided missiles and other aerospace equipment and instrumentation which is primarily electronic in nature. Also included in this category are manufacturers of electronic communication equipment, computers, and other electronic components, and electronic accessories for these products.

Automotive & Mechanical Equipment – includes manufacturers of equipment which operate on turbines or internal combustion engines such as farm, construction and mining machinery; transportation equipment (trucks, buses, railroad cars, automobiles); industrial mechanical equipment having detachable electric motors such as pumps, refrigeration, heating and ventilation equipment; and other mechanical equipment such as conveyors and machine tools. Manufacturers of parts and accessories for this equipment are also included. However, household appliances are classified in Electrical Machinery & Equipment.

Building Materials Mfrs. & Construction – includes general building contractors engaged in design and construction of residential dwellings, office buildings, stores and other projects of similar character. Additionally, contractors of heavy construction (i.e., bridges, highways, dams, sewage collection) are included. Manufacturers of materials used in this construction (i.e., lumber, concrete, bricks) and related specialty construction (i.e., plastering, carpentry, excavation) also belong in this category.

Chemicals, Drugs & Allied Products – includes firms producing basic chemicals and manufacturing products by predominantly chemical processes to be used for the following: 1) in further manufacture (i.e., plastics, synthetic fibers, dyes); 2) for ultimate consumption (i.e., drugs, cosmetics, soaps); 3) as supplies for other industries (i.e., paints, fertilizers, pesticides, explosives).

Electrical Machinery & Equipment – includes manufacturers of machinery, apparatus and supplies for the generation, storage, transmission and utilization of electrical energy (i.e., generators, switchgear, circuitry, electrical controls, battery chargers, condensors). Manufacturers of major and small household appliances requiring electrical energy (i.e., washers, dryers, blenders, etc.) are also included. Lamps, lighting fixtures and wiring equipment manufacturers are also in this category.

Food & Beverage Processing – includes establishments manufacturing or processing foods and beverages for human consumption, and related products such as oils and fats, ice, and prepared feeds for animals and fowls. Manufacturers who process vegetation into other consumer products such as tobacco should also be included.

Glass, Paper, Packaging & Allied Products – includes manufacturers of 1) glass containers, flat glass, glassware and other glass products (i.e., droppers, test tubes, ornaments, etc.); 2) pulp, paper, and paper products (i.e., tissues, cardboard, bags, envelopes); 3) packaging materials made of glass, paper (i.e., boxes, cartons, tubes) as well as plastic and metal containers.

Metals & Metal Products – includes those establishments engaged in the smelting and refining of ferrous and nonferrous metals, alloying, and manufacture of castings, nails, and wires. Manufacturers of fabricated metals products such as cans, hand tools, cutlery, frames, ordnance, and pipes are also included. However, manufacturers of machine tools which shape metal would be classified in Automotive & Mechanical Equipment.

Petroleum & Allied Products (incl. Natural Gas) – includes firms engaged in exploration, drilling, well operation and maintenance, operation of cycle plants for both oil and natural gas, and mining and extraction of oil from oil sands and oil shale. Establishments engaged in refining and manufacture of fuels, tars, and lubricant oils and greases also belong in this category. *Manufacturers of machinery and equipment* for any of these processes would be classified in Automotive & Mechanical Equipment.

Research and/or Consulting Organizations – includes firms engaged solely in fundamental research or consulting in any field or corporate research units which are completely independent of the parent organization. Research departments or laboratories of corporations where this function is an integral part of the corporation should not be included but belong in the proper corporation classification. Also included are consulting engineering firms where design and construction are not part of the firm's responsibilities.

Tire & Rubber – includes manufacturers of rubber products such as tires, heels, soles, tubes, and flooring from natural, synthetic or reclaimed rubber. Manufacturers which mold primary plastics into other products are also included, however, the firms which manufacture the primary plastic materials and synthetic rubber are classified in Chemicals, Drugs & Allied Products.

Utilities-Public (incl. Transportation) – includes firms which provide to the general public or to other business enterprises passenger and freight transportation (i.e., trucking, railroads, shipping (water), local and suburban transit authorities, airlines), gas, steam, water, or sanitary services, telecommunications, and package delivery.

Other Business and Non-profit Organizations

Other Business and Industry – includes manufacturers and other business establishments which cannot be classified into any of the other currently existing categories according to their definitions (i.e., textile and apparel firms, furniture manufacturers, mining firms). Companies having too many diversified products or services to classify under any one particular type also belong in this category.

Non-profit Organizations & Educational Institutions – includes non-profit organizations of all types no matter what the service or the product. All hospitals and other health care institutions as well as schools and colleges (public and private) are also included.

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